

What Is Claimed Is

1. A removable, self-standing display device for providing long-term viewing of advertisements and/or specialized or collectable retail product images, comprising a printed page of various materials, with or without an attached specialized image, a binding attachment panel, a perforated detachment line or lines, a scored fold line or lines, a front image display panel and a side, rear and/or bottom support panel or panels.

2. A combination product and packaging header display card as a single production unit which is characterized according to Claim 1, by the binding attachment panel which may also function as the packaging header display card panel.

3. A front-to-back rocking capability which is characterized according to Claim 1, by having two side support panels with a curved bottom edge.